REMARKS

Applicant has carefully reviewed the Office Action dated June 19, 2006. Applicant has amended Claims 14 and 21 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 14, 15, 17-22 and 26-27 stand rejected under 35 U.S.C. § 102(e) as being anticipated by *Nadan*. This rejection is respectfully traversed with respect to the amended claims.

Applicant, in a prior response, had argued that in the *Nadan* reference there was no device that decodes the information and then "connects" to the location that is associated with the ID to extract it therefrom. As such, Applicant's position was that it did not anticipate the claims. The Examiner's arguments in response thereto were that:

> All of the Applicant's arguments related to Claims 14 and 21 at least concerning the issue of the product information and a connection device for connecting the user at a remote location with the ID to extract it therefrom, and the header information are discussing in the following incorporated claim-by-claim analysis with supportive statements and clear explanation from the Examiner. The Examiner respectfully disagrees with the Applicant's arguments and stands with the disclosure in teaching a *Nadan*, *Tsimberg* and *Ring*, as previously disclosed and further discussed in this action as explained below. (3/31/2005 Office Action)

The Examiner basically set forth the arguments that are in the current Office Action with respect to the rejection in view of *Nadan*. The Examiner did not set forth how such a connection is made nor did the Examiner discuss specifically what was the problem with Applicant's arguments. Applicant believes, as will be described herein below, that there is no discussion in *Nadan* that allows one to utilize information received in the communication (broadcast) with the purpose of connecting at a later time to a remote location on the network.

The Examiner has stated in the current Office Action that *Nadan* discloses a "method for

retrieving product information" that is "related to a commercial event" and associated with a remote location on a communication network. The Examiner states that this method includes the steps of receiving proximate (or near) a user location a broadcast from a broadcast network including within the broadcast a data set that is associated with the product information. Applicant will comment on that aspect first. *Nadan* is a system that is operable to distribute video information or other information to a plurality of subscribers. In the TECHNICAL FIELD OF THE INVENTION, beginning at column 1, line 23, it was stated that this invention related to the "distribution of information" which is utilized to distribute the information "in a secure and restricted manner to a plurality of the users." In the BACKGROUND OF THE INVENTION section, the problem to be solved was that prior video systems had to transmit full pages in a repeated manner to maintain a constant video feed to a receiver. This required a lot of bandwidth. Further, there was no way to secure the end of the feed such that multiple video screens could not be hooked up to the transmission. This effectively diluted the revenues to which the information vendor would ordinarily be entitled. (Column 1, lines 54-66). Further, there were problems with the screen presentation formats, since traders, the recipients of the information, were only interested in certain fields of information on the screen. These prior systems had to display the entire page of information. If they wanted to look at one or more fields of information at the same time, an additional single-user system would be required. However, the entire concept of the system is to "push" information to a recipient and to manipulate how this information is presented to the user and to ensure that only a subscriber receives it. The actual content of the information is based on a subscriber profile as to what services are subscribed to and what the content provides under that service. The SUMMARY OF THE INVENTION section, beginning at column 3, line 38, sets forth that the object of the invention is to "provide a financial information distribution system in which each video screen has a unique display identification code that is used to authorize viewing and/or to permission *[sic]* what input source information each individual video screen will be capable of displaying at any given time." Further, another object of the invention is "to reduce the cost of transmitting and displaying financial market updates to numerous users." There is nothing in the disclosure, as Applicant interprets it, that sets forth that product information is retrieved. All that is provided for is the pushing of information from a source provider or content provider to a

recipient based upon their subscriber profile, i.e., the subscriber dictates to the source provider what information (based upon which service is subscribed to) is to be transmitted to that subscriber and they pay a fee for such.

Applicant's invention is related to embedding within a broadcast a data set, this data set associated with the product information. Once the data set is extracted, then a connection device at a later time connects a user location to the remote location on the network as associated with the product information. However, these can come from different sources. There is nothing in *Nadan* that shows that this product information is related with any remote location on the network and, certainly, there is no disclosure that this remote location is a location to which a connection can be made based upon the data set that is extracted from the broadcast.

The data that is transmitted to the user node is data that is associated with updated information. Since this system of *Nadan* utilizes a "tiling" technique, what is transmitted to the network is, first, address information that directs a particular transmission to a specified user and specified screen. This merely defines that the data following this address information will be directed toward that user and that screen. Once the user recognizes their unique address and unique communication, they will be authorized to receive the information and keep the information. It is noted that all users can receive the information but, without the authorization to perform the update. On the user's machine that is authorized to perform the update, i.e., that associated with the unique address or ID sent along therewith, the data following such transmission (second data stream) can be utilized. This following data is basically data that is directed toward a particular screen that was a part of the address and header information, and the specific row and column of the pixels to be updated – the tile. This update information can then be correctly inserted into a particular video screen. As such, this is a "push" operation wherein update information is pushed to a specific user based upon the need for an update and the appropriate subscriber profile. The purpose of this type of "tiling" is to reduce the bandwidth. Thus, the data set is associated with a particular screen and with any information on that screen but, this information is not necessarily associated with any product information. It is only associated with a particular screen. For example, if a right bottom corner of the screen were to be updated for some reason, there is no reason that this is associated with any product

information. If product information were displayed on the screen, that would be the only association, if any.

In addition to transmitting this update data, there is also the ability to transmit video. The way that this is achieved is by utilizing compressed video. Since a particular video screen stands each line in a defined length of time data is transmitted in this defined length of time in a compressed format such that data and video for a given line can be transmitted. Therefore, the data is transmitted in a portion of the line and compressed video is transmitted in the second portion of the line, which data is then uncompressed and displayed. Alternatively, as set forth in the specification, data could be transmitted in the vertical blanking interval (VBI). Thus, the update data can be extracted from a particular transmission and that data then stored and utilized for an update procedure.

The Examiner also sets forth that the method for retrieving in *Nadan* (noting that Applicant does not agree that there is any method for retrieving, as no retrieving operation is performed by a user) that there is the step of "operating a connection device at a time later than the broadcast to connect the user location to the remote location on the network that is associated with the product information in response to extracting the data set to enable retrieval of the product information from the remote location." The Examiner noted as an example that the users nearby the receiving device at the remote location (16) from the broadcast center could access or remotely retrieve product information including at least identification or description related to a commercial event as well as extracting data from a non-video portion of the broadcast associated with the product information. The Examiner refers to column 3, lines 38-57 for some support of the Examiner's position. This portion of the specification is the SUMMARY OF THE INVENTION section. This describes the objects of the invention. The first object is that the invention provides a financial information distribution system with each video screen having a unique display identification code for authorizing viewing. The second object of the invention set forth in this section is to facilitate the ability to provide each user's video screen(s) with a customized output display. The third object set forth is to reduce the cost of transmitting and displaying financial market updates. The fourth object is to provide a single host computer to support a plurality of users for securely distributing restricted information to one or more

authorized video screens simultaneously. There is nothing in this section that sets forth that any information is retrieved; rather, it is pushed. There is also nothing in this section to disclose that a user can perform any retrieve information of any product information related to a commercial event. The user merely views whatever is pushed to the screen, i.e., other than a subscriber profile, the user has no control over what is pushed to that particular screen. The Examiner next refers to column 4, line 33 to column 5, line 6. In this section, the discussion involves the ability for a user to view multiple screens. One object that is set forth is the user's desire to view multiple screens by concurrent display on multiple screens. The description sets forth the system that achieves this operation. This utilizes a plurality of decoders for decoding update data and generating various output displays wherein the encoder at the source provider encodes a first data stream that includes respective sets of one or more "unique display identification codes" (column 4, line 49) that identifies each video screen and additional identification codes for each of the tiles. There is also provided a means for generating a sequence of second data streams. Each of these second data streams includes the individual information identification codes for the row and column coordinates of the area to which a tile is to be inserted for the update data. The first data stream is followed by the second data stream. Again, this is a "push" operation. Once the update data is pushed to the user system, it can then be stored and later retrieved for subsequent display on the video screen. This portion of the specification relates to nothing more than an operation where information is pushed to a particular display in the form of update tiles, such that the entire display does not have to be refreshed.

The Examiner also referred to column 6, lines 30-50 wherein it is set forth that market display information can be brought into the system via a digital interface board device. This is a different mode of inputting information. Applicant believes that this is not part of a broadcast. This is typically done through a control BUS. As such, Applicant does not believe that any of these cited portions by the Examiner provides anything more than a description of pushing information to a user. There is no discussion of extracting any information from the broadcast for the purpose of performing a connection at a later time to a remote location on the network. Applicant has clarified the claim by stating that the remote location is different than the location from where the broadcast originates. However, this is clearly supported by the claim prior to this

amendment in that the broadcast provides a first connection to receive something, part of that reception being a data set. The data set is then utilized at a later time to connect to some remote location on the network, wherein that remote location is associated with the product information. In *Nadan*, if the claims were misconstrued, it might be stated that the broadcast of information is a connection. However, after the data is sent, that being the data set, it is stored and there is no connection made to the network with that data set. The data set is the data that is received. As such, there is no way to interpret *Nadan* to provide a later connection to the remote location on the network or to any location on the network; rather, all *Nadan* does is provide a single reception port for receiving a broadcast. That broadcast pushes information to the particular system which then stores the update information for later display. There is no disclosure anywhere in *Nadan* to support connecting at a later time utilizing the data received, as the data has no ability to connect anything. That is because it is nothing more than update data.

The Examiner also states that the objective of *Nadan* "clearly demonstrates that clients is *[sic]* allowed to access the remote sources of vendors or merchants for updates or further information related to a product or service, since the broadcast does not provide the full information because of cost concern." The Examiner refers to column 1, lines 30-66 for this support. Again, this is the BACKGROUND OF THE INVENTION section. In lines 30-66, as set forth herein above, this portion of the BACKGROUND OF THE INVENTION describes nothing more than the problems solved, i.e, that information was continually having to be transmitted in order to provide the information to the end user. This is information such as market information that the user had requested. Applicant does not see how there is any clear demonstration that a client is allowed to access these remote sources of vendors for updates or further information, as the updates and further information are pushed to the individual based upon that individuals subscriber profile and the fact that the individual has their system turned on to receive such information. There is no access or request of any sort and, further, this portion of the specification does not address the fact that the broadcast does not provide full information; rather, the broadcast provides all of the information and that's the specific problem to be solved.

The Examiner then states that "therefore, Figure 2 shows update fields for (reserve) containing additional information that the user requests, field 22 simply refers to header

information for identifying which decoder-receiver 16 is requesting information from sources via a host computer CPU 425." Figure 2 basically describes, in the first embodiment, the way that information is transmitted. Basically, there is a single scan line in a video screen within which the header information is transmitted, this being field (22). The update fields (24) are merely the update data that are associated with a particular tile. This, again, is information that is pushed to the user and not information that is requested by the user. In fact, all the user requests is the original subscription which the vendor of the services decides how to provide. The Examiner also refers to Figure 17 with respect to the header and non-video information portions, this being another embodiment. In this embodiment, there is provided a certain time for transmitting the information and this portion of the information utilizes data and compressed video. Thus, a header can be transmitted by data and then a parody bit and then video information, followed by another data portion. This is just the manner for pushing information to a particular user.

With respect to the above, Applicant hopes that this detailed explanation sets forth Applicant's position. A system such as *Nadan* that does nothing more than push information to a user is one that allows a user to receive the broadcast, i.e., the particular information transmitted thereto. Within this broadcast, the claim requires that there must be a data set that is associated with the product information. *Nadan* does provide for the broadcast of display information and update information but the update information that is transmitted is the broadcast. The Examiner is utilizing the update information and a real time video broadcast as being the combination of the two. If that were the case, which might be a possible interpretation, this information would still have to be utilized for the purpose of the third step. The third step requires that a connection device be provided that operates at a time later than the broadcast to connect the user location to a remote location on the network. This remote location is one that is associated with the product information. First, the data set that is extracted, if it is the header and update information, is information that is associated with a particular tile and a particular video screen. If there is an association between this tile and some product information that is on a display, that might be an association. However, this information is utilized to update the tile at a later time when that tile is displayed. There is no disclosure or suggestion in *Nadan* that in any way would lead one skilled in the art to connect the user location to a remote location on the network that is

associated with product information that is done in response to the step of extracting and which enables retrieval of the product information from the remote location. This step just does not appear in *Nadan.* As such, Applicant believes that *Nadan* does not anticipate or obviate Applicant's present inventive concept, as defined by the amended claims. As such, Applicant respectfully requests withdrawal of the 35 U.S.C. § 102(e) rejection with respect to Claims 14, 15, 17-22 and 26-27.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,394 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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